

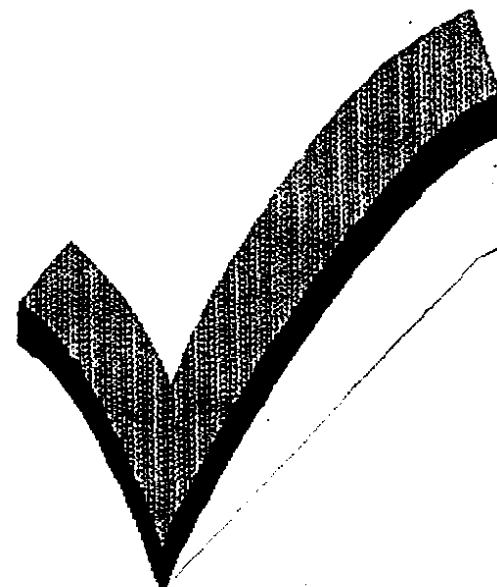
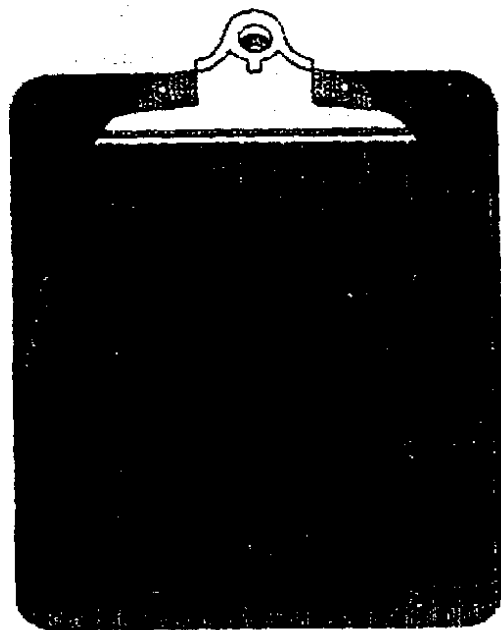
CC: ALL ~~S~~S PERSONNEL  
NICK  
JIM

51854 1905

D.M. ~~/~~ / /  
T&D ~~/~~ / / 1/1/92  
S.R.M. ~~/~~ / /  
S.A.M. ~~/~~ / /

# CENTRAL JERSEY DIVISION

## SECOND QUARTER 1993 WORK PLAN



MONTH: APRIL

PACK OUTLETS		ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H DISPLAY	PAYMENT	PURCHASE
PREMIUM			800	32000	APRIL/MAY				1 PK
CAMEL B1G1F									
CAMEL TRIPLE CASH✓		383308	652	26080	APRIL				2 PKS
WINSTON 50 CENT VPR		381526	102	51000	APRIL				1 PK
WINSTON 50 CENT COUPON		381163	30	15000	APRIL				1 PK
SALEM GOLD BOX B1G1F✓			1125	45000	APRIL				1 PK

CARTON OUTLET PACK PROMOTIONS		ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H DISPLAY	PAYMENT	PURCHASE
PREMIUM									
WINSTON \$1.50 OFF 3 PACKS✓		381196	40	4000	APRIL/MAY				3 PKS
NOW LIGHTER✓		220343	106	1120	APRIL				2 PKS

CARTON OUTLET CARTON PROMOTIONS		ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H DISPLAY	PAYMENT	PURCHASE
PREMIUM									
WINSTON \$3.00 CTN COUPON✓		381207	100	10000	APRIL/MAY				1 CTN

2NDQTR93.XLS

MONTH: MAY

VAP  
APRIL

PACK OUTLETS		ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H/ DISPLAY	PAYMENT	PURCHASE
PREMIUM									
CAMEL 2 LTRS W/2 PKS ✓		301002	800	12000	MAY				2 PKS
CAMEL BRASS & CHROME LTRS ✓		384892	800	16000	MAY/JUNE				2 PKS
WINSTON RACING CUP T-SHIRT ✓			252	5040	MAY				5 PKS
SALEM GOLD BOX BIG IF ✓			900	36000	MAY				1 PK

CARTON OUTLET PACK PROMOTIONS		ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H/ DISPLAY	PAYMENT	PURCHASE
PREMIUM									
WINSTON RAIN PONCHO ✓		380954	100	2000	MAY				3 PKS
WINSTON EAGLE MUG ✓		380998	100	2000	MAY				3 PKS
CAMEL \$1.50 3 PK COUPON ✓		280975	37 ✓	3700	MAY				3 PKS

CARTON OUTLET CARTON PROMOTIONS		ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.			PURCHASE
NOW \$3.00 CTN COUPON ✓		383352	49	4900					1 CTN

MONTH: JUNE

PACK OUTLETS								
PREMIUM	ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H/ DISPLAY	PAYMENT	PURCHASE
<del>CAMEL RACING T-SHIRT</del> ✓	300949	400	8000	JUNE				5 PKS
WINSTON 50 CENT COUPON ✓	381163	30	15000	JUNE				1 PK
<del>WINSTON 50 CENT V.P.R.</del> ✓	381526	100	50000	JUNE				1 PK
SALEM GOLD BOX BIG1F ✓		777	31060	JUNE				1 PK

CARTON OUTLET PACK PROMOTIONS								
PREMIUM	ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H/ DISPLAY	PAYMENT	PURCHASE
WINSTON \$1.50 CPN 3 PACK ✓	381196	40	4000	JUNE				3 PKS
<del>WINSTON VISOR ORGANIZER</del> ✓	235688	100	2000	JUNE				3 PKS

CARTON OUTLET CARTON PROMOTIONS								
PREMIUM	ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H/ DISPLAY	PAYMENT	PURCHASE
WINSTON 5 LIGHTERS W/CTN •	382109	150	3000	JUNE				1 CTN

Sales Level: 122BXX

WINSTON	USAGE SKU	COST/SKU	USAGE \$	USAGE PV	BUDGET	DIFFERENCE
300729 WINSTON 2Q B3GF RAIN PONCHO	100	61.44	6,144.00	120,000	T/C	
300731 WIN 02 B3GF ETCHED EAGLE MUG	100	61.40	6,140.00	120,000	T/C	
300735 SME 2Q B5GF WINSTON CUP GENERIC T-S	50	111.20	5,560.00	100,000	VP	
300745 SME 2Q BCGF "THE WINSTON" 5PK LTR S	150	71.80	10,770.00	600,000	VP	
300746 WINSTON 2Q BCGF RACING TEAM DUFFLE	110	97.00	10,670.00	440,000	VP	
300751 WINSTON CPN 1.50 OFF 3-PACKS02	80	166.51	13,320.80	456,000	VP	
300753 WINSTON CTN CPN 3.00 OFF CARTON 02	100	314.93	31,493.00	1,900,000	VP	
300923 SME 2Q B5GF WINSTON CUP TALLADEGA T	50	111.20	5,560.00	100,000	VP	
300924 SME 2Q B5GF WINSTON CUP CHARLOTTE T	52	111.20	5,782.40	104,000	VP	
300925 SME 2Q B5GF WINSTON CUP DOVER T-SHI	50	111.20	5,560.00	100,000	VP	
300926 SME 2Q B5GF WINSTON CUP SONOMA T-SH	50	111.20	5,560.00	100,000	VP	
300997 WINSTON 02 .50/PK COUPON	60	345.20	20,712.00	570,000	T/C	} ?
300998 WINSTON 02 .50/PK VPR OFFER	202	289.35	58,448.70	1,919,000	T/C	
MENU TOTAL	1,154		185,720.90	6,629,000		

BRAND TOTAL

1,154	185,720.90	6,629,000	185,750	29.10
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				% OF \$ USAGE
TOTAL COUPON	240	65,525.80	2,925,000	35.20
TOTAL PREMIUM	712	61,746.40	1,784,000	33.20
TOTAL BSGGF				
TOTAL VPR	202	58,448.70	1,919,000	31.40
TRIAL/CONVERSION	462	91,444.70	2,729,000	49.20
VOLUME PROTECTION	692	94,276.20	3,900,000	50.70

33,145 CARTONS  
\$ 5.61 PER CARTON

51854 1909

Sales Level: 1228XX

SALEM	USAGE SKU	COST/SKU	USAGE \$	USAGE PV	BUDGET	DIFFERENCE
300830 SALEM 20 B1G1F - SOLD	2,802	36.40	101,992.80	4,483,200		
MENU TOTAL	2,802		101,992.80	4,483,200		

BRAND TOTAL

2,802	101,992.80	4,483,200	102,000	7.20
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% OF  
\$ USAGETOTAL COUPON  
TOTAL PREMIUM  
TOTAL BSGSF  
TOTAL VPR

2,802	101,992.80	4,483,200	100.00
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TRIAL/CONVERSION

2,802	101,992.80	4,483,200	100.00
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22,416 ctn  
\$ 4.55 per ctn

51854 1910

Sales Level: 1228XX

CAMEL	USAGE SKU	COST/SKU	USAGE \$	USAGE PV	BUDGET	DIFFERENCE
300777 CAM RU BANDED BIGIF W/POS-CAT/RESP	800	42.40	33,920.00	1,280,000		
301005 CAM B26F RU BRASS/CHROME LTR-SUP/RE	800	32.20	25,760.00	640,000		
BASE TOTAL	1,600		59,680.00	1,920,000		
300415 CAM \$1.50/3 PKS CPN-30032 3/31/94 E	37	174.80	6,467.60	210,900		
300778 CAM B26F TRIPLE CAM CASH W/ CC III	652	19.20	12,518.40	1,043,200		
300779 CML/SME Q2 B26F 6T LTR	150	33.30	4,995.00	120,000		
300780 CAMEL/SME 2QTR B56F M&M T-SHIRT	100	90.85	9,085.00	200,000		
300949 CAMEL/SME 2QTR B56F 6T T-SHIRT	100	90.85	9,085.00	200,000		
300950 CAMEL/SME 2QTR B56F SUPERCROSS T-SH	100	90.85	9,085.00	200,000		
300951 CAMEL/SME 2QTR B56F PRO T-SHIRT	100	90.85	9,085.00	200,000		
301002 CML/SME Q2 B26F LTR-MUD & MONSTER	150	33.30	4,995.00	120,000		
301003 CML/SME Q2 B26F LTR-SUPERCROSS	150	33.30	4,995.00	120,000		
301004 CML/SME Q2 B26F LTR-PRO	150	33.30	4,995.00	120,000		
MENU TOTAL	1,689		75,306.00	2,534,100		
BRAND TOTAL	3,289		134,986.00	4,454,100	135,000	14.00

				% OF \$ USAGE
TOTAL COUPON	37	6,467.60	210,900	4.70
TOTAL PREMIUM	2,452	94,598.40	2,963,200	70.00
TOTAL B56SF	800	33,920.00	1,280,000	25.10
TOTAL VPR				
TRIAL/CONVERSION	3,252	128,518.40	4,243,200	95.20
VOLUME PROTECTION	37	6,467.60	210,900	4.70

22,270.5 ctn  
\$ 6.06 per ctn

51854 1911

Sales Level: 1228XX

NCW	USAGE SKU	COST/SKU	USAGE \$	USAGE PV	BUDGET	DIFFERENCE
300342 NCW DISPOSABLE LIGHTER/2 PACK	106	33.21	3,520.26	84,900		
300344 NCW VISOR ORGANIZER/3 PACKS	100	64.80	6,480.00	120,000		
300870 NCW \$3/CTN 2ND Q MULTIBRAND CPN	49	305.80	14,984.20	931,000		
MENU TOTAL	255		24,984.46	1,135,800		

BRAND TOTAL	255		24,984.46	1,135,800	25,000	15.54
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				% OF \$ USAGE
TOTAL COUPON	49	14,984.20	931,000	59.90
TOTAL PREMIUM	206	10,000.26	204,800	40.00
TOTAL BSSSF				
TOTAL VPR				
TRIAL/CONVERSION	206	10,000.26	204,800	40.00
VOLUME PROTECTION	49	14,984.20	931,000	59.90

5,679 ctn

\$ 4.40 per ctn

51854 1912



Sales Level: 1229XX

	USAGE SKU	COST/SKU	USAGE \$	USAGE PV	BUDGET	DIFFERENCE
DIVISION TOTAL	7,500		447,684.16	16,702,100	447,750	65.84

				% OF \$ USAGE
TOTAL COUPON	326	86,977	4,067,900	19.40
TOTAL PREMIUM	3,370	166,345	4,952,000	37.10
TOTAL BSGSF	3,602	135,912	5,763,200	30.30
TOTAL VPR	202	58,448	1,919,000	13.00

TRIAL/CONVERSION	6,722	331,956	11,660,200	74.10
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VOLUME PROTECTION	778	115,728	5,041,900	25.80
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	COMMITMENTS	RESERVE	TOTAL
WINSTON	185,720.90	29.10	185,750.00
CAMEL	134,986.00	14.00	135,000.00
SALEM	101,992.80	7.20	102,000.00
MCRE			
VOW	24,984.46	15.54	25,000.00
VANTAGE			
	447,684.16	65.84	447,750.00

83 510.5 ctn  
\$ 5.36 per ctn

51854 1913